



# **2012–2013 eOrganic Evaluation Report**

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eOrganic is the Organic Agriculture section of eXtension—an online collaborative effort of Land Grant Universities across the United States. The eOrganic project provides online information resources about organic agriculture to farmers, Extension educators, organic certifiers, researchers, and the general public. Please find our resources at [http://www.extension.org/organic\\_production](http://www.extension.org/organic_production).

## Summary

The report contains results from evaluations of eOrganic webinars, Google Analytics of eOrganic resources, and an evaluation of eOrganic's second annual online course on video production.

eOrganic has offered webinars (web-based seminars) that are free and open to the public since 2009. As of March 31, 2013, 91 webinars and live conference broadcasts have been aired; The total number of attendees to all webinars, which include farmers, Extension educators and university personnel, NRCS staff, and other agricultural professionals, is 10534.

Average attendance numbers in eOrganic webinars and broadcasts is 116. Participants in webinars and broadcasts include an average of 28% farmers, 12% Extension personnel, 11% university researchers or educators, 22% agriculture professionals, and many others, including organic certifiers, nonprofit and government agency researchers and staff, and Master Gardeners from throughout the United States and Canada. Views of the archived recordings posted to eOrganic's YouTube channel have increased from 42,000 to over 100,000 in the past year. Page views of all eOrganic content on eXtension.org surpassed 1.4 million by late March, 2013.

Webinar attendance data was gathered between December, 2009 and March, 2013, and webinar evaluation feedback was gathered between December, 2010 and March 2013. In addition to information about the eOrganic webinar audience and their feedback on the utility of eOrganic webinars and other eOrganic resources, this report documents specific impacts of eOrganic webinars on farmers and advisers. Also included are suggestions from participants on topics for future resources, and suggestions on how the webinars could be improved, which will be used for the planning continued improvement of our program.

Across all topic areas, feedback from participants on eOrganic webinars was positive. In surveys administered immediately after the webinars, 97% of participants agreed that their understanding of the topic had been improved to some degree, and 95% reported that they intended to apply the knowledge they gained in the webinars in their work. The technical level of the webinars was viewed as appropriate by 81% of participants, and 85% of participants reported that webinars were "very easy" to access. In all surveys, 80% of participants stated that they would recommend the eOrganic webinars they attended to others.

In follow-up surveys conducted 9–16 months after the webinars, 89% of respondents reported that they had applied the knowledge gained from webinars in their work to some degree during the subsequent months. eOrganic webinars influenced changes in farming practices and the ability of advisers to better inform their constituents on a wide variety of subjects.

eOrganic's second run of our annual online course, Introduction to Video production was viewed positively by participants. 64% of class attendees responded to an evaluation survey. Of those, 100% agreed that, as a result of the class, they know how to write a storyboard and a production plan; 100% agreed that they know when it's a good idea to capture video separately from audio, and 100% gained knowledge on how to avoid common mistakes.

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## **Evaluation Goals**

In 2010–13, eOrganic conducted evaluations of its webinars. The goals of the evaluation process include the following.

1. To determine the size of our audience and whether we are reaching our target audience to improve our outreach efforts
2. To get feedback on the quality, utility and impact of our webinars from webinar participants
3. To solicit feedback from participants on information needs for future webinars and other resources from webinar participants, and how to improve the webinar process
4. To learn the extent to which webinar attendees are already using our other eXtension resources such as articles, videos, other live webinars, recorded webinars, and Ask an Expert

## **Reaching our Target Audience: Webinar Attendance Data, Google Analytics and YouTube Views**

To determine the size of our audience and whether we are reaching our target audience of farmers, Extension agents, researchers, and agricultural professionals who work with organic farmers, attendance and registration data were compiled from reports generated by GoToWebinar®, a web conferencing platform used by eOrganic to host webinars and live conference broadcasts. We also compiled Google Analytics of webinar pages and YouTube views of recorded webinars.

### **Webinar Attendance**

eOrganic has hosted a total of 91 webinars and live conference broadcasts between December 2009 and March 2013. The total number of people who have participated in all eOrganic webinars and broadcasts given is 10542. Approximately 17,620 people pre-registered for the webinars, so participant rates were approximately 60% of those who registered. Of those who participated in the webinars and broadcasts:

- 107 attended 1 webinar offered in 2009
- 2,436 attended 28 webinars in 2010
- 2,644 attended 22 webinars and broadcasts in 2011
- 3637 attended 25 webinars and broadcasts in 2012
- 1,709 attended 15 webinars and broadcast sessions offered between January and March 2013

The following data is based on attendee reports for 10440 attendees who participated in 91 webinars and broadcasts (data for 1 webinar in 2010, attended by 94 people, is not available).

- 5278 (51% of total logged attendees) are unique individuals (meaning that they attended either one or more than one webinar or broadcast). Of these unique individuals
  - 3481 (66%) attended only 1 webinar or broadcast
  - 1797 (34%) attended more than 1 webinar or broadcast

Of the 10534 logged total attendees of 92 eOrganic webinars and broadcasts:

- 9,262 (88%) attended webinars
- 1,272 (12%) attended broadcasts of live, in-person conference sessions

## **Average Attendance Numbers**

The overall average number of attendees of eOrganic webinars and broadcasts is 115. This includes broadcasts of multiple sessions from the same conference and several webinars and broadcasts that appealed to small, specialized audiences.

The average number of attendees in webinars and broadcasts has increased, although the average number of attendees to webinars only has decreased from Jan-March 2013. It is 114, which is fewer than the 143 attendees for the same period in 2012. In 2010, the average number of attendees was 87

- In 2011, the average number of attendees was 120
- In 2012, the average number of attendees was 145
- In 2013, the average number of attendees was 114 from January to March.

## **Demographics**

### **Job Categories**

Attendees were asked during preregistration for webinars and broadcasts to fill out information about their job categories. This information is available for 8876 attendees. (This data is not available for unique attendees, since sometimes an individual checked a different job category in the registration for different webinars)

- 2,498 (28%) checked Farmer
- 1,025 (12%) checked Extension Personnel
- 980 (11%) checked University Researcher or Educator
- 1,940 (22%) checked Agricultural Professionals
- 2,433 (27%) checked Other (including inspectors, nonprofits, certifiers, government agency staff, gardeners, and others)

### **Geographic Distribution**

According to the attendee reports, webinar and broadcast attendees were from all 50 states and the District of Columbia, as well as 10 Canadian provinces, and Puerto Rico. Some attendees came from other countries, including Norway, Nepal, the United Kingdom, and Japan. Additional information about the geographic distribution of attendees can be found in the Immediate Feedback Survey results below.

## Google Analytics and YouTube Analytics

### Google Analytics

eOrganic webinars are created in GoToWebinar®, and then a pre-registration page is made for each webinar that is published on eXtension.org. Following the webinar, the registration page is changed to display the recording of the presentation as an embedded YouTube video. “[Webinars by eOrganic](#)” is the page that links to all upcoming and archived webinar pages, and it is the most popular page by eOrganic on the eXtension website.

From January 2009 to March, 2013, the total number of page views of all eOrganic content was 1.4 million. The total number of unique visitors was 1 million. Views of all eOrganic content from April 2012 to March 2013 were 399,206, up 16% from the previous year. The most popular pages were:

- Webinars by eOrganic: 13,654 views
- eOrganic Home Page: 12,691 views
- Weed Identification Tools and Techniques, by Mark Schonbeck: 11,070 views
- Organic Potting Mix Basics, by Michelle Wander: 6,054 views
- Use of Tillage in Organic Farming Systems, by Joel Gruver and Michelle Wander: The Basics: 5,902 views
- Training Systems and Pruning in Organic Tomato Production, by Bonnie Cox: 5,712 views
- Radishes: A New Cover Crop for Organic Farming Systems, by Joel Gruver, Ray Weil, Charles White and Yvonne Lawley: 5,180 views
- Hairy Vetch for Cover Cropping in Organic Farming, by Andy Clark: 4,965 views
- Low Cost High Tunnel Construction, by Tim Coolong: 4,952 views
- Know the Weeds, by Mark Schonbeck: 4,927 views

### YouTube Analytics

As of May 2012, the complete archived recordings of eOrganic webinars and broadcasts can be found on the [eOrganic YouTube channel](#). Most recordings had been placed there prior to that date, and in total, they have been viewed more than 100,000 times. In mid-April 2011, the recordings had received only 5,800 views, and in May 2012, they had been viewed about 42,000 times, so usage has been steadily increasing. The channel, which also contains eOrganic videos, has over 1,800 subscribers and over 1,150,000 total views. While the majority of viewers were from the United States, the YouTube webinar archive greatly expands our global reach: eOrganic videos have been viewed in 209 different countries. In March, 2013, the five most popular webinars and broadcasts on YouTube were:

- Starting Up Small Scale Organic Hops Production, by Rob Serrine and Brian Tennis: 9,648 views
- Grafting for Disease Management in Organic Tomato Production, by Frank Louws and Cary Rivard: 8,296 views
- Planning Your Organic Farm for Profit, by Richard Wiswall: 4,583 views
- Reduced Tillage in Organic Vegetable Production, by Helen Atthowe: 2,343 views

- Organic Cropping Systems for Vegetable Production: Crop Nutrition and Environmental Effects, by Kristian Thorup-Kristensen, broadcast from the USDA Organic Systems Research Conference, 2011: 2284 views

## **Results from Immediate Feedback Surveys of Webinar Participants**

Since December 2010, participants in webinars and conference broadcasts have been asked to complete an online survey about the webinar they attended. This request was displayed on the slide that appeared during the webinar question and answer period, and in an email sent immediately after the webinar with the survey clearly identified in the subject line. With this protocol, the average response rate to the immediate feedback surveys has been 61%.

The following results are from 72 immediate feedback surveys administered from December 2010 to March 2012. Average percentages reported give equal weight to each webinar, regardless of the number of survey participants. Weighted averages were also calculated by the number of survey participants; however, these did not vary significantly from the results below. The surveys were intended to evaluate respondents' perceptions of the educational value, utility, technical level, and accessibility of webinars, and to ask whether respondents would recommend webinars to others. Participants were also asked to recommend future topics and to suggest how the webinars could be improved.

**Average response rate for all webinar and broadcast immediate feedback surveys:  
61%**

### **Respondents' primary professional roles**

- 27% Farmers
- 11% Extension
- 12% University Researchers or Educators
- 7% Nonprofit Organization Staff
- 20% Agricultural Professionals
- 24% Other (many of them government agency staff members, organic certifiers and inspectors, students, and gardeners)

### **Respondents' regions**

- 30% Northeast
- 24% Central
- 11% South
- 20% West
- 14% Other (5–27 percent used the “Other” option to note that they worked in more than one region, or in other countries)

### **Learning**

74% said the webinar “moderately” or “significantly” improved their understanding of the topic.

### **Utility**

74% of respondents answered that they intended to apply the knowledge gained “somewhat” or “a lot.”

### **Technical level**

An average of 81% said the technical level was “just right.” An average of 7% said “too technical” and 11% said “too basic.”

## **Recommendation of eOrganic webinars to others**

80% said “yes”, they would recommend it to others, and 16% said “maybe.” 4% reported that they would not recommend the webinar to others.

## **Outreach**

61% reported hearing about the webinar through notification by eOrganic, 16% from a friend or colleague, 7% from eXtension.org, and 6% from another organization’s website. Only 1% heard about the webinar from a social network, and 0% from a blog or online magazine. This suggests that our over 2000 Facebook likes and over 2000 Twitter followers are not the same as our webinar audience. 8% heard about it from another source including other listservs.

## **Accessibility**

85% reported that accessing the webinars was “very easy.” 11% reported that it was “somewhat easy.” 3% said “somewhat difficult,” and 1% said “very difficult.”

Overall, total average positive reactions to eOrganic webinars were down by 1-6 percentage points in the above categories except outreach and accessibility in 2013 from the cumulative totals of the previous year. This reaction doesn’t apply to all webinars, but seems to be because of 5 webinars which elicited more negative responses than most. That said, even the webinars that were, on average, most negatively rated, elicited some positive comments from people who thought they were informative. Also some webinars that were rated “too technical” or “too basic” were still positively rated in terms of “significantly or moderately” improving the attendees’ understanding of a topic. Judging by the comments on the 5 most poorly rated webinars in terms of how much they contributed to attendee knowledge of the topic, the following factors played a role in hindering learning:

- Speakers who seemed unprepared to answer questions (which often related to the applicability of the information in certified organic farming systems)
- Lack of content coordination between multiple speakers
- Presentation of data with no applicable information or recommendations in webinars that were described as being intended for both researchers and farmers

See also Suggestions for Improving eOrganic Webinars below.

## **Experience with other eOrganic and eXtension content (Articles, Videos, Ask an Expert)**

Across all immediate feedback surveys, an average of 63% reported having tried other live webinars sponsored by eOrganic; 48% had accessed eOrganic articles, 39% viewed videos, 47% viewed recorded webinars; 15% had submitted questions to “Ask an Expert.” These results did not vary more than 2 percentage points from the cumulative totals of the previous year, except that 4% more on average have accessed recorded webinars.

## **Articles**

Among those who had accessed eOrganic articles, an average of 100% found them to be helpful to some degree, including 51% who found them to be “very helpful” (up from 48% in last year’s total results).

## **Videos**

Among those who had viewed eOrganic videos, an average of 100% found them to be helpful to some degree, including 52% who found them to be “very helpful” (up from 51% in last year’s total results).

## **Live webinars**

Among those who had tried other live webinars produced by eOrganic (besides the one that was the subject of the immediate survey), an average of 100% found them to be helpful to some degree, including 57% who found them to be “very helpful” (down from 59% in last year’s total results).

## **Recorded webinars**

Among those who had accessed eOrganic recorded webinars, an average of 100% found them to be helpful to some degree, including 59% who found them to be “very helpful” (down from 60% in last year’s total results).

## **Ask an Expert**

Among those who had tried the “Ask an Expert” service, 96% found it to be helpful to some degree, including 40% who found it to be “very helpful” (same as last year’s results).

A survey was sent to participants of 4 eOrganic webinars 9–16 months after the webinars took place, to evaluate the impact of the webinars on the participant’s knowledge, intentions, and/or practices. While the response rates for these surveys were quite low (20% of total webinar attendees on average), they still provided some qualitative feedback on how the webinars’ affected farming and advisory practices.

## **Follow Up Surveys: Specific Changes in Farming Practices and Advice Given to Farmers by Agricultural Professionals as the Result of eOrganic Webinars**

In the follow-up surveys sent to participants in 4 eOrganic webinars 9–16 months after the live sessions, participants were asked how the webinars affected changes in their farming and advisory practices. The following section documents specific changes on farms and agricultural professional recommendations that survey respondents said were the result of the webinars they attended.

**Average response rate to 4 follow-up surveys: 20%**

## **Optimizing the Benefits of Hairy Vetch in Organic Production Webinar**

Webinar offered on February 28, 2012. Available at <http://www.extension.org/pages/62753>

- 86% of respondents said they applied the knowledge gained in this webinar to their work to some degree.
- An average of 68% answered that they had applied the knowledge gained “somewhat” or “a lot.” The highest rating, “a lot,” was given by an average of 15% of respondents.

### **6 farmer respondents made the following changes as a result of attending the webinar:**

- 10 (67%) learned the benefits of using hairy vetch
- 1 (7%) changed his or her seeding rate
- 4 (27%) developed a plan for crop rotation with hairy vetch
- 3 (20%) planted tomatoes in a hairy vetch mulch
- 1 (8%) started planting cover crops for the first time
- 7 (47%) increased the use of hairy vetch as a cover crop

- 1(7%) planted cabbage and broccoli in an untilled hairy vetch mulch as a trial
- 1 (7%) planted a cover crop for the first time

**14 farmer advisers provided information on the following topics as a result of the webinar:**

- 10 (71%) provided information on the benefits of using hairy vetch
- 3 (21%) provided information on seeding rates of hairy vetch
- 1 (7%) gave advice on varieties of hairy vetch
- 7 (50%) provided information on when to plant hairy vetch
- 6 (43%) provided information on how to develop a crop rotation plan for hairy vetch
- 6 (43%) provided information on optimum nitrogen management with hairy vetch
- 4 (29%) provided information on planting vetch grass mixtures

**Your Organic Dairy Herd Health Toolbox Webinar**

Webinar offered on July 16, 2012. Available at <http://www.extension.org/pages/64442>

- 92% of respondents said they applied the knowledge gained in this webinar to their work to some degree.
- An average of 48% answered that they had applied the knowledge gained “somewhat” or “a lot.” The highest rating, “a lot,” was given by an average of 11% of respondents.
- 83% of farmers said they made a change in their farming practice as a result of the webinar.

**5 farmer respondents made the following changes as a result of attending the webinar:**

- 2 (40%) conducted whole herd evaluations to objectively assess overall herd health
- 5 (100%) increased observation of individual animals
- 1 (20%) improved animal housing to allow for more airflow and sunlight
- 2 (40%) increased efforts to provide dry bedding for cows
- 2 (40%) improved pasture management as a herd health practice
- 3 (60%) increased forage of your livestock’s ration
- 3(60%) provided new or different health care treatments (biologics, plant medicines, acupuncture, homeopathy) to animals
- 1 (7%) planted a cover crop for the first time

Additional changes stated by respondents: 1 decided to take an acupuncture course, 1 invited the presenter to an international conference, 1 is reading more articles by the presenter.

**13 farmer advisers stated that they provided information on the following topics as a result of the webinar:**

- 4 (31%) provided information on research or resources cited during the webinar
- 6 (46%) provided information on USDA National Organic Program livestock standards
- 3 (23%) provided information on whole herd evaluations to objectively assess overall herd health
- 5 (38%) provided information on animal housing improvements to allow for more airflow and sunlight
- 7 (54%) provided information on efforts to increase dry bedding for cows
- 8 (62%) provided information on increased forage of livestock’s ration as part of herd health management

- 6 (46%) provided information on health care treatments (biologics, plant medicines, acupuncture, homeopathy)

## **Cultivation and Seedbank Management for Improved Weed Control Webinar**

Webinar offered on February 7, 2012. Available at <http://www.extension.org/pages/62445>

- 94% of respondents said they applied the knowledge gained in this webinar to their work to some degree.
- An average of 79% answered that they had applied the knowledge gained “somewhat” or “a lot.” The highest rating, “a lot,” was given by an average of 20% of respondents.

### **25 farmer respondents made the following changes as a result of attending the webinar:**

- 6 (24%) increased mechanical weeding over hand weeding
- 8 (32%) used tools that allowed them to get closer to plants in crop rows
- 3 (12%) used combinations of tractor tools at the same time
- 11 (44%) timed fallow events to encourage weed germination
- 11 (44%) changed their cultivation timing to target smaller weeds
- 9 (36%) managed the rotation to prevent weed seed rain
- 5 (20%) reduced costs for weed management
- 10 (40%) increased efficiency of weed management
- 10 (40%) purchased new tools for weed management

### **17 respondents who advise farmers as part of their work provided information or advice to farmers on the following as a result of attending the webinar:**

- 4 (24%) timing of mechanical weeding vs. hand weeding
- 11 (65%) timing weed management to reduce the weed seedbank
- 7 (41%) timing fallow events to encourage weed germination
- 2 (12%) balancing weed management with reducing damage to crops using tools such as spring tine harrows
- 4 (24%) tools for getting closer to row crops to increase efficiency
- 11 (65%) tools for weed management

## **NRCS EQIP Technical and Financial Support for Conservation on Organic Farms Webinar**

Webinar offered on March 29, 2012. Available at <http://www.extension.org/pages/31037>

- 94% of respondents said they applied the knowledge gained in this webinar to their work to some degree.
- An average of 71% answered that they had applied the knowledge gained “somewhat” or “a lot.” The highest rating, “a lot,” was given by an average of 19% of respondents.

### **16 farmer respondents made the following changes as a result of attending the webinar:**

- 9 (56%) applied for EQIP funds
- 3 (19%) created hedgerows

- 2 (13%) developed a nutrient management plan
- 1 (6%) received assistance from NRCS for installing a high tunnel
- 7 (44%) planted cover crops
- 2 (13%) attended an NRCS listening session
- 1 (6%) hosted a farm tour

**Additional feedback provided by farmers:** 1 is awaiting EQIP approval for various projects including a high tunnel, 1 put in drip irrigation in a high tunnel.

**18 respondents who advise farmers as part of their work provided information or advice to farmers on the following as a result of attending the webinar:**

- 10 (56%) advised farmers on how to apply for EQIP funds
- 11 (61%) advised farmers on how to find their local NRCS office
- 13 (72%) informed farmers about other NRCS financial assistance programs
- 7 (39%) developed an NRCS conservation plan or specification for an organic farmer
- 6 (33%) included information about EQIP Organic in outreach materials to farmers

## **Suggested Topics for Future Webinars**

In all surveys from April, 2012 to March, 2013, the following topics were the most frequently requested for future webinars:

- Agroforestry
- Brown marmorated stink bug: how to set up pheromone trap with black light, advice for managing in mixed veg system, biocontrol strategies
- Certification: advanced information, equivalency arrangement between the EU and US and prohibited substances
- Cover crops: cocktails with multifunctionality, cereal rye, row cropping in market vegetables and rotational systems
- Dairy: economics of organic dairy production, genetic traits needed, discussion of less common breeds, info on Jersey, Milking Shorthorn, Brown Swiss influences, how to read info in a sire proof, milk quality i.e. what pi, past, mun mean and how to correct them when counts get high, how to increase CLAs and Omega 3/6s in milk, pasture management, transition, intensive grazing, mob grazing, rotational grazing
- Disease Control: Apple scab, fireblight on raspberries, how to apply products, mixing and storage
- Fruit tree production
- Goats (dairy) Grains: harvesting on small acreage, landraces and heirlooms, marketing, milling, large scale production, quality, drying methods and equipment, legumes to plant with, wheat biology, terminology, nutrient requirements, how to take moisture samples
- Livestock production: Growing/milling livestock feed on farm, toxin testing, storage, fodder for fiber animals, poultry deep-bed production
- Pest control: for ornamentals, Kudzu bug, wireworm, European canker, plum curculio, prunus borers, stink bug egg parasitoids, emerald ash borer preparations
- Season extension and high tunnels: pest management, problems that certified organic farmers might have in high tunnels.

- Tomato production: rotations for disease and weed suppression, mulch comparisons, trellising comparisons
- Weed management: cultivation equipment, weed growth cycles, weed management research from Europe and Australia on tine harrowing and timing, or from UVM/UMaine on interrow cultivars, weeds in southwest pastures

## **Suggestions from Attendees for Improving Webinars and Broadcasts**

Respondents had many suggestions on how to deliver an effective webinar and broadcast. For example, they suggested that presenters not include too many graphs, and not simply read bullet points from slides. Some respondents wanted information specific to their regions of the country, even if a webinar was described in regard to a particular region. Respondents emphasized the importance of summarizing how farmers can use information, and that the webinars should include applicable information. Some suggested that the audience be polled before the presentation so that the speakers understand who their audience is. Staff has sometimes sent presenters the job categories of registrants and polled audiences to ascertain that information, but we do not do this for every webinar. Several respondents suggested that researchers could add farmer examples to research presentations or partner with farmers. In the words of one survey respondent:

“I always think it's important to supplement the research that an ag scientist is presenting with evidence and anecdotes from farmers who have experience in the field. In other words, I would suggest partnering farmers with researchers to give these presentations. I think it will make them richer. It's always a little hard for me to believe that the information being presented by scientists will be useful and/or applicable on an actual production farm.”

Several respondents commented on the need for researchers to be able to explain how their results can be put into practical application by farmers. Some commented that researchers shouldn't use jargon or assume that the audience knows what acronyms stand for. Several respondents thought presenters should be able to answer questions about organic certification regulations in relation to their work or have a co-presenter who could do that. Some respondents wanted information related to specific regions of the country. Some of these issues can be resolved by mentioning them to presenters before they prepare their slides, and also by making sure that the webinar scope and intended audience is accurately described. In particular, the results suggest that webinars that primarily consist of research terminology, charts and graphs as opposed to conclusions and recommendations should not be marketed to a general audience.

At least 3 participants requested video of the presenters speaking. One comment stated that the current webinar format –of a PowerPoint presented online for 45 minutes-- is dry and boring, and it would be preferable to include a live webcam of the speaker to hold viewers' attention. In addition, 2 participants requested a running chat so that you could see the questions submitted by other participants. GoToWebinar® has indicated that it will offer support for webcams; however, this feature is not yet available. When it does become available, we anticipate giving presenters the option to speak on video. The chat feature is currently only available for small meetings of 20 people or fewer

In 2012 and early 2013, several respondents had trouble launching GoToWebinar®. This can happen for various reasons; for example, in some cases if Java is not updated. In response, we have included information on the webinar page about updating Java, and we that participants connect to the webinar 10 minutes early in and alert them that they will have to download software. Even so, a small number of participants in most webinars find it “very difficult” to connect (less than 1% on average), although the

proportion of these seems to have been even fewer in 2013 than 2012. (As of March, 2013, it was 0.4%). Two respondents asked that we switch to another program that provides support for Linux.

eOrganic received positive feedback about uploading pdf handouts and posting recordings promptly in response to comments from previous years. Several respondents also commented on their appreciation of our extensive webinar archive, which has now been organized both chronologically and by topic. One respondent said the visual quality of slides on the recording is not good enough, and that the handouts were too small. After that comment, eOrganic included only 3 slides per page on the handouts as opposed to 6 to make them easier to read when printed. Other changes that have evoked positive comments are the prompt posting of recordings, inclusion of additional resources for further reading, and the contact info of presenters if they are willing to make that available.

For broadcasts, one respondent commented that it is important for presenters to repeat the questions from a live audience—something that broadcast organizers ask presenters to do—but which is often forgotten!

One respondent suggested publicizing the webinars on more university listservs such as UMass and Cornell and another respondent recommended posting webinars Facebook which is now done regularly.

### **Select Testimonials from eOrganic Webinar Participants in 2012–2013**

“eOrganic provides an invaluable service. I have worked in this field for many years in federal government, land grant system and non-profit world. Great to have cutting edge research like this available straight from the experts.”

“I appreciated you providing access to the presentations from the Organic Fruit Symposium for those of us who were not able to attend in person”

“Yes...I missed the webinar but looked at it today. I try to NOT MISS these when I can get to them. This one was important to me and one I needed. Sarah Brown of Oregon Tilth did an excellent, superb, great job. I am actually going to go back and listen to it a SECOND time. It tells me a lot that I didn't know. Please make sure that she knows that at least one of the people who went over the info was really impressed and wanted to thank her.”

“I stumbled on your reduced tillage video on the [extension.org](http://www.extension.org) website and was so excited watching it! What you have shown in this video is what I have been hoping to do with the vegetable production on the farm I work on in South East PA. My email to my employers after forwarding them your video: "Thank God I'm not the pioneer in this"! You have provided us with an excellent guide. Previous to seeing this, my plan for our growing areas was a leap of faith based on my intuition and experiences. (It was also contrary to the advice of some of our extension agents.)”

“When it comes to doing research for articles and books I lean heavily on research based advice from our Cooperative Extension System. It's a great resource. I just discovered a treasure trove of Extension Service webinars on organic farming practices that you can watch here: <http://www.extension.org/pages/25242/webinars-by-eorganic>. You can watch archived sessions or sign up to participate live. While the webinars are aimed at small farmers, there's a lot that gardeners can learn. Having co-founded a bread baking club..., I was particularly excited to watch the webinar on ancient grains. I'm also planning on watching “Linking Cover Crops, Plant

Pathogens, and Disease Control in Organic Tomatoes” and “NRCS Conservation Practices, Organic Management, and Soil Health“. Time to cancel that Netflix subscription!”

“This was fantastic webinar for me. I am working with Farmers/Farmers Market/CSA etc. to take steps in accepting SNAP/EBT. This was a GREAT hands-on webinar!”

“This was terrific info on a topic that has more questions than answers--quinoa opportunity in North America. It was also my first webinar, and a good intro to this learning resource as well. I thought Kevin covered all the basic questions that I hear from potential quinoa growers every day (I sell quinoa seed, and the calls never stop!). This webinar will give me more confidence in answering these far flung questions, and it is a resource that I can now direct people to view. Thank you Kevin, thank you WSU, thank you eOrganic!!”

“Really enjoyed this webinar. It fit right into the research we did last year - a SARE sponsored field trial of 4 varieties of quinoa for upstate New York. We were familiar with many of the issues involved but it is instructive to actually see photos and hear people with a lot more experience. “

“This was my first webinar, as I have just recently gotten higher speed Internet access. The fireblight issue is critical and i was submitting comments to the NOSB and wanted to be as knowledgeable as possible. I just had a little problem accessing it, but the systems in place solved that so that worked out well. Great information, very well put together, I'll definitely attend webinars in the future. Thank you.”

## **Evaluation of eOrganic Video Production Course**

In spring, 2013, eOrganic conducted a second online [Introduction to Video Production](#) course. There were 14 participants, who were university and Extension researchers from funded NIFA OREI and ORG projects that included funding for eOrganic. The course consisted of 3 online lectures and 3 individual discussion sessions in GotoMeeting, with most lectures and all reading material and sample videos available on the eOrganic website. The instructors taught the basics of video planning, making storyboards, filming, and creating production plans so that they can create videos about their research for publication on eXtension.org. Immediately following the course, an evaluation was sent to participants via email.

There were 9 respondents to the survey. Of those:

- 86% said the class on storyboarding was very helpful and 14% said it was somewhat helpful.
- 100% said the class on filming basics and equipment was very helpful
- 74% said the individual discussion sessions were very helpful, 14% said they were somewhat helpful, and 14% did not participate
- 78% said the video examples provided were very helpful, and 22% said they were somewhat helpful

- 80% said that having the course materials available in eOrganic was very helpful and 20% said it was somewhat helpful
- 71% of respondents said they “strongly agree” that they know how to write a storyboard, and 29% said they “agree”
- 43% said they “strongly agree” that they know how to develop a production plan, and 57% said they “agree”
- 29% of respondents “agree strongly” that they know when it’s a good idea to record audio separately from video and 71% said they “agree”
- 14% said they “agree strongly” that they gained knowledge on how to avoid common mistakes and 86% said they “agree”
- 100% said there was nothing that they hoped to learn from the course that wasn’t covered.

2 respondents commented that continued support and communication from the instructor would assist them in writing storyboards and production plans. One respondent said that it would be helpful to have the recordings posted from all the sessions for future reference. One participant said the timing of the course worked well; however, another respondent said that it would have been more convenient to have the class take place earlier in the winter before the onset of the field season—he or she had to miss one of the classes.